

RJ Reynolds

Tobacco Company

Faith M. Decker
Key Account Manager

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April 1, 1998

TO: All Personnel Calling on Walgreen Districts
All ROU's (Please copy all Retail/Sales Reps w/Walgreen
accountability)

SUBJECT: *Walgreen Drug - CID #0203-XX-XX*
PLAN-O-GRAM

Ladies & Gentlemen:

Many of you have contacted me concerning distribution/lack of distribution on some of our newer brand styles within Walgreen stores.

Due to the limited amount of space on the spring-load package fixture, we are unable to plan-o-gram these new items into this unit. Therefore, Walgreen has completed a plan-o-gram for our three (3) pack displays which shows both WIC numbers and brand identification. This was sent to all Walgreen stores via their E-Mail system last week. Hopefully, this will assist our representatives when making Walgreen coverage as there is now a home for all of our new items.

This letter will be forwarded to all retail and/or sales representatives with Walgreen accountability via your ROU; therefore, it is not necessary for you to copy anyone.

Sincerely,

Faith

Faith M. Decker
FMD/pjn
Attachment
pogltr.doc

| Sales | Retail |
|-----------|-----------------------------|
| 1221 11 | 1222 20, 21, 22, 24, 25, 26 |
| 1222 | 1223 20, 23, 26, 27, 28, 29 |
| 1223 7, 8 | 1226 26, 26, 27 |
| 1224 | 1229 21, 22, 23, 26, 28 |
| 1225 7 | FCM |
| 1226 | PC SC |
| 1229 | MC PA |
| 1240 | |
| 1244 | RSM REM |

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